

fashion calendar

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4/14/58

january

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january - 1959

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 11, 1958</u>			
Thursday April 10 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Vera Maxwell's "Independence Summer Collection" during luncheon. Fashions available at Lord & Taylor. Press by invitation. Public by reservation, contact: "Banquet" Dept., PL. 9-3000, Ext. 176. Publicity for Vera Maxwell: Terry Parker, LO. 3-4358. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	VERA MAXWELL	HOTEL PLAZA PERSIAN ROOM
Thursday April 10 8:00 P.M. Dinner- Dance	SEVENTH ANNUAL "APRIL IN PARIS" BALL "Spring in Paris"--gala dinner-dance for benefit of the French Hospital and the American French Foundation Charities. Rehearsal of fashion presentation, by invitation only, <u>Thurs., April 10, at 3:00 P.M.</u> Premiere showing in U.S. of the Christian Dior-Paris Spring and Summer 1958 collection, designed by M. Yves St. Laurent. Reservations--\$100.00. (Champagne breakfast following Ball, in Sert Room at 1:30 A.M., sponsored by "The Lido" of Paris. Reservations: \$35.00.) Contact: Mr. Rene Frank, EL. 5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Friday April 11 12:00 Noon Luncheon	"TRAIL BLAZER AWARD" AT LUNCHEON Speaker: Frances Corey, Senior Vice President, Sales Promotion and Public Relations at Macy's. Price: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEXINGTON)	HOTEL ROOSEVELT BALLROOM
Friday April 11 7:30 P.M.	FASHION SHOW AT SPRING DANCE Four Centuries of Southern Belles to be presented by Traphagen School of Fashion, includes period costumes with accent on eras of hoop skirt and chemise, all from Traphagen Museum Collection, including modern high style original designs by students. Reservations: \$3.00. Contact: PL. 3-1161.	THE NEW YORK SOUTHERN SOCIETY	HOTEL PLAZA TERRACE ROOM
<u>WEEK BEGINNING MONDAY, APRIL 14, 1958</u>			
Monday April 14 10:00 A.M.- 5:00 P.M.	PREVIEW: ELEVENTH NAT'L PRINT EXHIBITION Prints by 136 American artists, selected by a jury for Nat'l Print Exhibition, to be circulated throughout country by American Federation of Arts. Open to public, <u>April 15 - June 29</u> . Publ: Betty Chamberlain, NE. 8-5000.	THE BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Monday April 14 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW The Adele Simpson Summer collection, available at De Pinna, will be presented during luncheon. Press by invitation. Public by reservation; contact: "Banquet" Dept., PL. 5-1000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	SHERATON EAST (BLRM.) (FORMERLY AMBASSADOR)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 14- April 20	THE NEW YORK ANTIQUES FAIR Exhibit by 125 antique dealers of objects from all parts of the world, emphasizing Americana. Hours--1:00 to 11:00; Sunday--2:00 to 7:00. Admission: \$1.50 (opening day, \$2.00). Publ: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
April 15	FEDERAL AND NEW YORK STATE INCOME TAXES DUE (Tuesday).		
Tuesday April 15 9:00 A.M. Breakfast	PREVIEW: MEN'S & WOMEN'S ITALIAN KNITWEAR Preview of men's and women's Fall knitwear, made in Italy. By invitation. Contact: Mike Salzman, OX. 5-1840.	ALBERTO IMPORTS (DIV. OF ALBERT ALFUS)	1407 CLUB 1407 BROADWAY
Tuesday April 15 10:00 A.M.- 1:00 P.M.	PRESS PREVIEW: OIL PAINTINGS OF NEW YORK "The Artist In New York"--about 60 oil paintings of the City from 1850 to 1950. <u>Open to public, April 17-Sept. 1.</u> Publicity: Ruth McAneny Loud, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	5TH AVENUE AND 103RD STREET
Tuesday April 15 3:00 P.M.	RESIDENT BUYERS' PREVIEW: DRESS COLLECTION Presentation for resident buyers only of the Jeane Scott by Margot early Fall dress collection. Admission by card. Contact: Mr. Post Eddy, LO. 5-2626.	JEANE SCOTT BY MARGOT	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday April 15 3:30 P.M. Cocktails	PRESS PREVIEW OF JAPANESE FASHIONS Press preview of couturier costumes by nine of Japan's leading designers in fine cotton fabrics from Japan. By invitation only. Publicity: Richard Weiner, Ruder & Finn, 130 E. 59th St., PL. 9-1800.	JAPAN - U.S. TEXTILE INFORMATION SERVICE	BARBIZON-PLAZA HOTEL ART GALLERY
Wednesday April 16 12:30 P.M. Luncheon	READY-TO-WEAR COLLECTION SHOWING AT BENEFIT Hattie Carnegie's Blue Room ready-to-wear collection will be shown for the benefit of the East Side Settlement House. Tickets: \$6.50. Contact: Mrs. E. F. Johnstone, TR. 9-8387. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	HATTIE CARNEGIE (42 EAST 49TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday April 16 5:00 P.M.- 7:00 P.M. Cocktails	PRESS RECEPTION FOR GUY LAROCHE Arthur Levine of Duchess Royal will invite the press to his home to meet French designer Guy Laroche who will be designing the Fall sportswear collection for Duchess Royal. By invitation. Publicity: Ruth Notkins at Alan Bell, 437 Fifth Avenue, MU. 4-4705.	DUCHESS ROYAL	1136 FIFTH AVENUE (95TH ST.-APT. 5A)
Postponed April 17	SUZY PERETTE'S LUNCHEON SHOWING OF SUMMER FASHIONS, ORIGINALLY SCHEDULED FOR APRIL 17, HAS BEEN POSTPONED TO THURSDAY, APRIL 24. (See Page 3).		
Thursday April 17 12:30 P.M. Luncheon	ITALIAN FASHIONS AT BENEFIT LUNCHEON "A Roman Holiday"--showing of Italian fashions by Eleanora Garnett, Jewels by Cartier. Price: \$8.50, for benefit of N.Y. Women's Bible Society, 5 East 48th Street, PL. 5-4194. Garnett Publicity: Elizabeth Maher, EL. 5-4248. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	ELEANORA GARNETT (47 E. 51ST STREET)	HOTEL PIERRE BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 17 4:00 P.M.- 7:00 P.M.	HEALTH AND BEAUTY DEMONSTRATION FOR PRESS Manya Kahn will invite the press to her new health and beauty salon. A demonstration of the Manya Kahn system will be given at 5:30 P.M. By invitation only. Publicity: Eleanor Rowlands, LE. 2-9292.	MANYA KAHN	12 EAST 68TH STREET SALON
Monday April 21 4:30 P.M. Cocktails	PRESS PREVIEW: BRIDAL AND BRIDESMAIDS' GOWNS Preview for the press of bridal and bridesmaids' gowns for Fall. Designed by Margaret Vaccaro. (<u>Note Change of Time.</u>) By invitation. Buyers, beginning Monday, April 28. Contact: Mr. Goldstein, BR. 9-9115.	"BRIDE TO BE" FASHIONS	1385 BROADWAY SHOWROOM - 16TH FLOOR
Monday April 21 8:00 P.M.	"MODES AND MORES OF THE ORIENT"--FASHION SHOW Benefit showing of fabrics, clothing and accessories adapted from Asian countries into a wardrobe for an American woman. Tickets: \$3.00. Contact: Mrs. Robert S. Byfield, LY. 6-1041. Publ: Madeleine Tuohy, CI. 5-0345.	PAN PACIFIC & S.E. ASIA WOMEN'S ASS'N.	HOTEL PLAZA GRAND BALLROOM
Tuesday April 22 12:00 Noon Luncheon	PRESS PREVIEW: CHILDREN'S WEAR FASHION SHOW Children's fashions in Du Pont fibers for boys and girls, from tots to teens, will be shown to the press during luncheon. By invitation only. <u>Trade, 5:00 to 7:30 P.M.</u> Contact: Press--Dorothy Gromann, LO. 3-6400, Ext. 404; Trade--Genevieve Cowan, LO. 3-6400, Ext. 432.	DU PONT COMPANY	SAVOY-PLAZA HOTEL GOLD ROOM
Tuesday April 22 8:30 P.M. Buffet	PRESS PARTY FOR FOOD FESTIVAL Mistress of Ceremonies: Elsa Maxwell. By invitation. The Festival of Foods, at N.Y. Coliseum, <u>April 23-27</u> , will feature world foods. Kitchen demonstrations and exhibits by famous restaurants. Tickets: 99¢. Publicity: Bob Allen, 373 Fifth Ave., MU. 4-4031.	FESTIVAL OF FOODS	21 CLUB 21 WEST 52ND STREET
Thursday April 24 9:30 A.M. Breakfast	PREVIEW: SUMMER FASHIONS BY GRETA FLATTRY Best's will present Greta Flattry's Summer fashions to the press. By invitation. Publicity: Barbara Birkelund, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM
Thursday April 24 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS Showing of Suzy Perette's Summer fashions during luncheon. Press by invitation. (<u>Note Change of Date.</u>) Public by reservation; contact: "Banquet" Dept., PL. 9-3000, Ext. 176. Suzy Perette Publicity: Eleanor Lambert, MU. 8-2130; or contact Christy Clark, WI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SUZY PERETTE (134 W. 37TH ST.)	HOTEL PLAZA PERSIAN ROOM
Friday April 25 9:30 A.M.	PRESS PREVIEW: JUNIOR SUMMER FASHIONS Preview of early Summer collection of junior dresses and sportswear from the "Campus Junior Shop." By invitation. Publ: Mark Klauser, OX. 5-4000.	OHRBACH'S	2ND FLOOR CAMPUS JUNIOR SHOP
Saturday April 26 2:00 P.M.- 4:30 P.M.	JUNIOR AND TEEN FASHION SHOW Daytime, date and sportswear fashions, selected and modeled by Russeks' Fashion Council, girls from metropolitan high schools; also beauty salon demonstration. By invitation. Publ: Pauline Greene or Jean Hoffman, WI. 7-1900, Ext. 187.	RUSSEKS FIFTH AVENUE	9TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday April 26 9:00 P.M.	BALL TO PREVIEW BRIDGE EXHIBITION A preview Ball (\$15.00 per couple) to open the Brooklyn Bridge Exhibition celebrating the Bridge's 75th anniversary. An exhibition of paintings, drawings, prints and photographs covering the 75 years will be on view in the main lobby from <u>April 28 to July 27</u> . Publ.: Betty Chamberlain, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
April 27	DAYLIGHT SAVING TIME BEGINS--Sunday. (Move clocks ahead one hour.)		
April 27- May 3	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 West 31st Street, LO. 5-2742.		
Monday April 28 10:00 A.M. Coffee	PRESS CONFERENCE; INTRODUCING NEW UNIFORM Lilly Dache and the Board Members of the National Mental Health Ass'n will have a press conference to launch Mental Health Week. Celebrities will model the new uniform, designed by Lilly Dache for NMHA volunteers. By invitation. Publicity: NMHA--Annette Van Howe, PL. 7-7800; Dache--Eleanor Lambert, MU. 8-2130.	MENTAL HEALTH ASS'N; AND LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Tuesday April 29 9:00 A.M.	FALL PREVIEW: COATS BY JOHN WEITZ Showing of John Weitz Fall Collection for Printz-Biederman, an exclusive collection made of "bartalana" Italian wools. By invitation. Publicity: Bart Schwartz--Peggy Cantor, CH. 4-3789; John Weitz, LO. 3-4920.	BART SCHWARTZ INT'L TEXTILES (1407 BWAY)	SHERATON EAST (TRIANON) (FORMERLY AMBASSADOR)
Tuesday April 29 9:45 A.M. Breakfast	PREVIEW: CHEMISE- TRAPEZE MATERNITIES Preview for the press of Lane Bryant's chemise-trapeze maternity fashions. (<u>Note Change of Date.</u>) By invitation. Public showing for husbands, <u>Sat., May 3, at 1:30 P.M., 4th Floor.</u> Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
Tuesday April 29 11:00 A.M.	PREVIEW: "MISS BERGDORF" SUMMER FASHIONS Preview for the press of Galey & Lord cottons in "Miss Bergdorf" Summer fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Wednesday April 30 8:30 A.M. Breakfast	BOYS' WEAR BREAKFAST MEETING Co-sponsored by BAMA and BABA, with leading boys' wear manufacturers showing from April 27 to May 1. By invitation. Contact: FE. 6-6244.	BOYS' APPAREL BUYERS' ASSOC.	HOTEL NEW YORKER TERRACE ROOM
Wednesday April 30 9:00 A.M. Breakfast	PRESS PREVIEW: FALL KNITWEAR COLLECTION Fall collection of knitted dresses and costumes, designed by Rita Jacobs for Guttman Knitwear; also a group of bulky sweaters from Barca Knit. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	GUTTMAN KNITWEAR; BARCA KNIT	HOTEL PIERRE COTILLION ROOM
Wednesday April 30 12:00 Noon Cocktails- Luncheon	PRESS PREVIEW: FASHIONS IN MAN-MADE FURS Coats, suits and sportswear in man-made fur--Wink and Kissing Cousin--with designs by Bonnie Cashin, Jeanne Campbell, Mr. Gee, Hayette, Kasper, Main Street, John Weitz. Commentator: Wendy Barrie. By invitation. <u>Buyers showing at 4:00 P.M.</u> Publ.: Barbara Stafford at Alfred Auerbach Associates, 4 East 53rd St., PL. 9-2310.	COLLINS & AIKMAN (210 MADISON AVENUE)	21 CLUB (21 W. 52 ST.) HUNT ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 30 3:00 P.M.	PRESS PREVIEW: MATERNITY FASHIONS The fashion press is invited to a maternity fashion show and tea. By invitation. Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	FOURTH FLOOR RESTAURANT
Wednesday April 30 4:30 P.M. Cocktails	PRESS PREVIEW OF EMPRESS CHINCHILLA FURS Showing of a fur for 12 months of the year--special creations by Stone & Stone. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	EMPRESS CHINCHILLA	SHERATON-EAST (BLRM.) (FORMERLY AMBASSADOR)
Thursday May 1 12:30 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING First in a series of forums. Speakers: Dr. Tibor Koeves, Vice-President, Institute of Motivational Research; Donald B. Armstrong, Jr., Corporate Vice-Pres., McCann Erickson. Tickets: \$6.50, members; \$7.50, guests (one per member). Tickets limited to first 500. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT PALM TERRACE SUITE
Thursday May 1 1:00 P.M.- 4:00 P.M.	SUMMER FASHIONS BY ANNE FOGARTY Informal showing of Anne Fogarty's misses Summer fashions, size 6 to 14. Press invited. Also, <u>Friday, May 2</u> at same time. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	7TH FLOOR YOUNG ELITE SHOP
Sunday May 4- May 8	FALL AND WINTER SHOE FASHIONS The 20th semi-annual showing of popular price shoes for men, women and children. Co-managers: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McALPIN
Cancelled May 6	LANE BRYANT'S PREVIEW OF CHEMISE-TRAPEZE MATERNITIES ORIGINALLY SCHEDULED FOR TUESDAY, MAY 6, HAS BEEN CHANGED TO TUESDAY, APRIL 29. (See Page 4).		
Tuesday May 6- May 8 10:30 A.M.	OPENING OF FALL BRIDAL COLLECTION Miss Eulalie designs her first collection of bridals, bridesmaids and mother of the bride fashions. By invitation. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 7 12:00 Noon Luncheon	TWENTY-FIRST ANNUAL AWARD LUNCHEON Lord & Taylor presents their Twenty-First Annual Award Luncheon, with Miss Dorothy Shaver presiding. Price: \$7.00. (<u>Note Change of Date.</u>) Contact: Mrs. Elizabeth Christenson, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday May 7- May 17	SECOND ANNUAL WORLD TRADE FAIR More than 3,000 exhibits displaying new products and raw materials from over 60 countries, showing the newest women's fashion imports in furs, shoes, textiles, accessories, leather, fabrics, sportswear from all over the world. Hours: <u>Daily</u> --11:00 A.M. to 11:00 P.M.; <u>Sunday</u> --1:00 to 10:00 P.M. Prices: Adults--\$1.50, Children--75¢. Contact: David Jacobson, United Public Relations, 120 East 56th St., PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday May 11	MOTHER'S DAY. Theme: "To Mom With Love." Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 14 12:00 Noon Luncheon	FALL COLLECTION OF CASHMERES Nannette will present their Fall collection of cashmere coordinates, coat ensembles for daytime and after-five, also decorated cashmeres. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU, 7-5447.	NANNETTE CASHMERES	1410 BROADWAY SHOWROOM - 18TH FLOOR
Wednesday May 14 4:00 P.M.	PRESS PREVIEW OF FONTANA FASHIONS Press preview of the Fontana Fall and Winter collection of boutique and custom exports. Micol Fontana will be present. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA PRIVATE SUITE
Thursday May 15 12:00 Noon Luncheon	"YOUNG AMERICA" LUNCHEON SHOW "Young America--From Crib to College". Guest Commentator: Kay Thompson. Chairmen: <u>Program</u> --Jane Trahey; <u>Children</u> --Marian Harris and Jane Stark. <u>Ready-to-Wear</u> --Margaret de Mille and Edith Raymond. (More details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Monday May 19 4:00 P.M.	ANNUAL COTTON FASHION AWARD The Sixth Annual Cotton Fashion Award will be presented by Mayor Wagner to James Galanos. Showing of fashions by leading designers. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
Monday May 19- May 24	ANNUAL NATIONAL COTTON WEEK Theme: "It's Cotton Time, U.S.A.". 28th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL THROUGHOUT THE (112 WEST 34TH STREET)	COUNTRY
Tuesday May 20 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC Theme: "Phone-Set Fashions"--a complete promotional plan and market round-up. Admission by ticket only for trade, press and merchandisers. Publicity: Pat di Sernia, PL. 1-6900.	AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER
Tuesday May 27 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and buying offices. By invitation. Thereafter at 10:30 A.M. <u>June 3, 4, 10, 11, and 17</u> . By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday May 28 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers. By invitation. Trade showings beginning June 3 at 11:00 A.M., Tues., Wed., Thurs. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Monday June 2 11:30 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION By invitation. Trade thereafter at 10:30 A.M. Contact: Larry Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 13TH FL.
Monday June 2	OPENING OF FALL COAT COLLECTION Contact: Alan R. Baron, FE. 6-8868.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FL.

MOVIES...MUSIC...THEATRE

- Sunday
April 13 N. Y. CITY OPERA N. Y. CITY CENTER, 131 WEST 55TH STREET
Sun., April 13: "THE TAMING OF THE SHREW" by Giannini-Fee. Thurs.,
April 17: "REGINA" by Mark Blitzstein. Fri., April 18: "TALE FOR A DEAF
EAR" by Bucci and "TROUBLE IN TAHITI" by Leonard Bernstein. Sat., Eve.,
April 19: "THE TAMING OF THE SHREW" by Giannini-Fee. Publicity: Muriel
Francis, LE. 5-3200.
- Monday
April 14 OPENING: "LOVE ME LITTLE" HELEN HAYES THEATRE, 210 W. 46TH ST.
Donald Cook and Joan Bennett will co-star, with Susan Kohner and Meg Mundy,
in a new comedy, presented by Alexander Cohen. The play is based on a John
Fuller adaptation from a novel by Amanda Vail. Staged by Alfred Drake.
Sets: Ralph Alswang. Costumes: Motley. Publ.: Richard Maney, CI. 7-4646.
- Monday
April 14- OPENING: MOISEYEV DANCE COMPANY MET. OPERA HOUSE, B'WAY & 39TH STREET
May 3 S. Hurok will present one hundred Russian dancers and symphony orchestra
in novel folk-dance "ballets" in America for the first time. Publicity:
Hurok Artists, Inc., 730 Fifth Avenue, CI. 5-0500.
- Tuesday
April 15 PREMIERE: "ROUGE ET NOIR" (Movie) TRANS-LUX, LEXINGTON & 52ND STREET
A DCA release based on Stenhal's novel, starring Danielle Darrieux, Gerald
Phillipe and Antonella Lualdi. Director: Claude Autant-Lara. Publicity:
Bill O'Harra, JU. 6-7800.
- Tuesday
April 15- OPENING: "TWO GENTLEMEN OF VERONA" PHOENIX THEATRE, 2ND AVE. & 12TH ST.
April 20 Edward Hambleton and Norris Houghton present the Shakespearean classic
with the Stratford Festival Co. of Canada. Cast includes: Lloyd Bochner,
Helen Burns, Douglas Campbell, Eric House, Diana Maddox and Douglas Rand.
Director: Michael Langham. Set designer: Tanya Moiseiwitsch. Publicity:
Ben Kornzweig, CI. 6-0718.
- Tuesday
April 22 OPENING: "THE ENCHANTED" RENATA THEATRE, 144 BLEECKER STREET
David Kanter and Charles Pratt, Jr. sponsor the revival of Jean Giraudoux's
play, adapted by Maurice Valency. Sets: Robert Soule. Director:
Ernestine Perrie. Publicity: George Ross, BR. 9-5906.
- Sunday
April 27 SALUTE TO FREEDOM POLO GROUNDS, 155TH ST. & 8TH AVENUE
2:00 P.M. Presented by American Committee for Israel's 10th anniversary celebration,
featuring leading stars of movies, theatre and television as well as
guests, Thomas E. Dewey, Herbert H. Lehman, Gov. Averell Harriman and
Mrs. Franklin D. Roosevelt and the Brandeis University Chorus. Admission:
\$1.15; Reserved seats: \$2.30, \$3.45 and \$5.75. Contact: OR. 7-6828.
- Tuesday
April 29- OPENING: "THE FIRSTBORN" CORONET THEATRE, 230 WEST 49TH STREET
June 7 Katherine Cornell and Roger L. Stevens will present Christopher Fry's
verse drama which deals with Moses and his struggle to free the Israelites
from Egyptian oppression, starring Anthony Quayle and Katherine Cornell.
Music: Leonard Bernstein. Costumes: Robert Fletcher. Publicity: William
Fields, PL. 7-6846.
- Monday
May 5- OPENING: "THE VISIT" LUNT-FONTANNE THEATRE, 205 WEST 46TH
July 5 Dramatic comedy featuring Alfred Lunt and Lynn Fontanne, story of the rich-
est woman in the world who comes back to her home town to seek justice.
Sponsored by Producers Theatre; the play is by Friedrich Duerrenmatt,
adapted by Maurice Valency. Miss Fontanne's clothes: Castillo.
Publicity: Barry Hyams, CO. 5-4784.